



ANA ISABEL HERNÁNDEZ MORENO

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Madrid

PROFESIONAL RESUME

Digital Product & Marketing Specialist with 16+ years of cross-functional experience across marketing, product and data. Certified SAFe POPM 6.0. Strong in analytical thinking, user-centric strategy, and cross-team collaboration. Led MVP development, built performance dashboards, and drove measurable impact across awareness, engagement and conversion.

SKILLS

- Empathy
- Enthusiasm / Positive Attitude
- Proactivity & Problem´s resolution
- Leadership/Management/Team Building
- Strategic & Analytical Thinking
- Projects management
- Cross-functional Collaboration

OTHER PROJECTS

Voluntary Service

EXPERIENCE

SENIOR MARKETING ANALYST *apr.2021 - today*

Amadeus, Madrid

- Manage reporting (Suite Adobe Analytics,).
- Define, track and communicate KPI´s (marketing and sales funnels performance) and results across departments.
- Coordinate with internal and external teams on the execution of integrated marketing projects, priorities and tasks.
- Communicate analytical results and make recommendations to business stakeholders.

COLLABORATOR (TEACHER) *feb.2022 - mar.2022*

Universidad San Pablo CEU, Madrid

- Master in Digital Marketing and Social Media: Search Engine Optimization (SEO & SEM).

LEAD GROWTH MANAGEMENT *feb.2021 - dec.2021*

Nationale Nederlanden, Madrid

- Definition and Monitoring TA and Lead Management KPIs.
- Development of strategies for increasing the performance of TA and Lead Management Project.
- Reporting for strategic decisions and new opportunities for TA performance.
- Creation of synergies through online and offline markets.

DIGITAL ASSETS EXECUTIVE *aug. 2020 - feb.2021*

Nationale Nederlanden, Madrid

- Selection, configuration and implementation of analytical solutions.
- Management and optimization of data entry processes, sources and channels.
- Development of strategies for effective data analysis and reporting for strategic decisions and new optimization opportunities.
- Supervision / Collaboration to guarantee the quality of data and information, to correct / detect problems and / or discrepancies.

PRODUCT OWNER *aug. 2019 - aug. 2020*

Nationale Nederlanden, Madrid

- Product Management: definition and developing products (Lead Management Tool)
- PO Direct Channel. (improving e-commerce funnel, UX and conversion rate)
- Squad Direct Channel team management.
- Definition and planning objectives and tasks.

MARKETING ANALYST *nov. 2017 - jul. 2019*

Nationale-Nederlanden, Madrid

- Data Analytics for Online-Offline campaigns.
- KPI's creation and development.
- Elaborate Dashboards for stakeholders (PowerBi, Google Analytics, Data Studio).
- Development and Planning of Actions in the different acquisition channels.

ONLINE BUSINESS SPECIALIST *apr. 2012 - nov. 2017*

Orange Virtual España, Madrid

- Web Analytics.
- KPI's development.
- Traffic Web Analysis.
- Reporting and Dashboard.
- Development and Planning of Actions in the different acquisition channels.

SEO/WEB ANALYTICS MANAGER *jul. 2011 - mar. 2012*

Netbooster, Madrid

- SEO/Web Analytics Manager.
- Direction and Management of Search Engine Positioning, Online Reputation and Web Analytics Projects.
- Management of the SEO / Analytics department.

SENIOR CONSULTANT *jan. 2008 - jun. 2011*

Netbooster, Madrid

- SEO/SEM Consultant
- Web Analytics.
- ORM/SMM Consultant.
- Competitor analysis, on-line / off-line benchmark and evaluation.
- Management, evaluation and control of results.

ACADEMIC TRAINING

PSYCHOLOGY *in progress*

Udima

SAFE 6.0 POPM *mar. 2025*

Scaled Agile

BUSINESS AND DIGITAL MARKETING *mar. 2021*

The PowerMBA

PROGRESA PROGRAM- MANAGEMENT & LIDERSHIP *dec. 2020*

Esade, Madrid

ADVERTISING - ADVANCED ONLINE DIGITAL ADVERTISING *jun. 2013*

ICEMD, Madrid

DIGITAL ANALYTICS *apr. 2013*

UBC/DAA Award of Achievement in Digital Analytics.

MASTER - DATA ANALYTICS *jan. 2011*

Kschool, Madrid

Mater in Digital Analytics.

BACHELOR'S DEGREE - INVESTIGACIÓN Y TÉCNICAS DE MERCADO *jun. 2007*

Research and Marketing (Universidad Rey Juan Carlos)

3-YEAR UNIVERSITY DEGREE – BUSINESS SCIENCES *jun. 2005*

Business Sciences Universidad Rey Juan Carlos, Madrid